

PROGRAM #1
REVISED SCRIPT
"AS TELECAST"

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
THE JACK BENNY TELEVISION PROGRAM

SUNDAY, SEPTEMBER 21, 1958

CBS

4:30-5:00 PDT

CAST: JACK BENNY
GARY COOPER
DIRECTOR.....JAN ARVAN
TALL MAN.....SAUL GORSS
1ST MAN.....DICK CROCKETT
2ND MAN.....DICK BEARY
3RD MAN.....PAUL BAXLEY
GIRL.....VIRGINIA STEFAN
SPORTSMEN QUARTET
GIRL SINGER...VIRGINIA MANCINI
ANNOUNCER.....JOHN LAING

EXTRAS:

CHARLIE SHERIDAN
KEVIN ENRIGHT
JOEL FRIEND
SEYMOUR ROSEN
SID KANE
KEVEN KELLEY

BTX01 0338388

JACK BENNY TV LIVE SHOW
SEPTEMBER 21, 1958
ANIMATED OPENING OF SHOW

OPEN ON ANIMATED MUSICAL STAFF (MUSIC: KRUEZIER ETUDE PLAYED ON SOLO
WITH TREBLE CLEF LOCATED CAMERA VIOLIN)
LEFT. IN SYNC WITH THE MUSIC
NOTES OF THE KRUEZIER ETUDE POP
ON LETTERS SPELLING OUT "THE"
AND "JACK".

LOSING TREBLE CLEF CAMERA NOW (MUSIC: ETUDE CONTINUES)
BEGINS TO PAN ALONG STAFF
PICKING UP LETTERS THAT POP
ON IN SYNC TO NOTES OF ETUDE.
WORD "BINNY" IS NOW VISIBLE.

AS PAN CONTINUES LETTERS OF (MUSIC: ETUDE CONTINUES)
WORD "PROGRAM" POP ON IN SYNC
AS THE MUSIC BUILDS AND HOLDS.

ONCE THE "PROGRAM" IS (MUSIC: STING AND HOLD UNDER:)

COMPLETE ON THE SCREEN, IT
ANIMATES DOWN TO FIRST SPACE
IN THE STAFF AND THE WORD "THE"
TAKES A BALANCED POSITION ON
THE TOP SPACE. SIMULTANEOUSLY
SLIDING IN FROM EITHER SIDE
ARE HEAVILY SHADED WORDS:
"JACK" AND "BENNY."

ANNOUNCER (V.O.)

From Television City in Hollywood, the
Jack Benny Program....

AS GUEST ARE ANNOUNCED THE
WORDS "JACK" AND "BENNY"
ANIMATE INTO TWO BLACK LINES
AND THE STAFF BEGINS TO TURN
FROM A HORIZONTAL TO A VERTICAL
POSITION.

....with Jack's guest, Gary Cooper...

IN SYNC WITH THE WORDS "LUCKY"
STRIKE" BLACK LINES ANIMATE
INTO LETTERS; THE STAFF LINES
FORM LUCKY STRIKE CIGARETTES
IN PACK POSITION.

(MUSIC: SEGUE TO LAST SIX BARS OF
"HONEST TASTE" SONG UNDER:)

ANNOUNCER (V.O.)

Brought to you by Lucky Strike!

THESE LOGO NOW ANIMATES
AROUND WORDS "LUCKY STRIKE"
AS PACK BEGINS TO TAKE SHAPE.

Get the genuine article.

PACK NOW COMPLETELY FORMED
TAKES PERSPECTIVE SETTING AT
CENTER SCREEN. A FEW
CIGARETTES POP INTO VIEW.

Get the honest taste of a Lucky
Strike.

(MUSIC: UP TO END)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE TV FILM COMMERCIAL

-A-

#179 WOOD LATHE OPERATOR -- FROGMAN (CARTON ENDING)

OPEN ON LOW ANGLE SHOT
CLOSEUP OF PIECE OF WOOD
SPINNING ON A LATHE. MAN
IN SMART FLANNEL SPORT
SHIRT STANDS BEHIND IT.
HE BRINGS CUTTING TOOL TO
BEAR ON THE PIECE AND
SHAVINGS FLY.

(SOUND: WHIRR OF MACHINE...LOW BLUNT
RAT-TAT-TAT OF FIRST TURNING
SEQUES TO HIGHER AND HIGHER
WHINE AS PIECE IS SMOOTHED
-- NOT TOO LOUD)

COMMENTATOR (O.S.)

PULL SWIFTLY BACK TO MEDIUM
SHOT, TAKING IN MAN, A
HANDSOME, INTELLIGENT, RUGGED
GUY.

A smoke goes good when you're working.

HE STOPS WORKING, PICKS UP A
LIGHTED LUCKY, TAKES A PUFF
AND TURNS BACK TOWARD HIS WORK.

(SOUND: CUTTING OUT IN SYNC. WHIRR OF
MACHINE CONTINUES)

Or is it that work goes better when
you're smoking?

CUT TO LOW ANGLE SHOT
FRAMING MAN'S HEAD AT
BOTTOM CAMERA LEFT. THE
LUCKY DANGLES COMFORTABLY
FROM HIS LIPS AS HE RESUMES
HIS WORK. ACROSS TOP OF
SCREEN TITLE "LUCKY STRIKE"
SPINS ON LENGTH-WISE.

Take a Lucky Strike.

(SOUND: WHINE OF TURNING IN AGAIN
SOFTLY UNDER:)

HOLD TITLE

Yeah, take a Lucky Strike next time
you smoke on the job. You'll find...

CUT BACK TO MEDIUM SHOT.

TITLE OUT. GUY TURNS OFF
LATHE AND PUFFS THOUGHTFULLY
LOOKING AT HIS WORK.

(SOUND: WHIRRING OF MACHINE
FADES OUT)

...it's mild, but not too mild.

ABRUPT CUT TO LOW ANGLE SHOT
OF SPEEDING FROG MAN. PICK
UP CRAFT DOING ABOUT TWENTY
KNOTS TOWARD CAMERA.

(SOUND: SPEEDING GASOLINE ENGINE AND
THUD OF HULL ON WAVES--
NOT TOO LOUD)

(MORE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

-B-

#179 WOOD LATHE OPERATOR (CONT'D)

CUT TO THREE QUARTER REVERSE
ANGLE SHOT OF BOAT SPEEDING
TO PICK UP LINE OF WAITING
FROG MEN, BRAWNY ANCHOR MAN
IN RUBBER RAFT AMIDSHIP
ENGAGES FIRST MAN WITH ROPE
LOOP AND WHIPS HIM INTO RAFT
WITH ONE SWIFT MOTION. BY
THE TIME FIRST MAN HAS
SCRAMELED UP OUT OF RAFT
AND INTO BOAT, SECOND MAN
IS ENGAGED.

(SOUND: ROAR OF BOAT CONTINUES)

CUT TO AMIDSHIP CLOSEUP OF
SPEEDING BOAT AS SECOND
FROG MAN CLAMBERS ABOARD.

COMMENTATOR (CONT'D)

Even a quick smoke tastes good
if it's ...

CUT TO MEDIUM CLOSEUP OF WET
FROG MAN FRESH FROM WATER
HUDDLING AGAINST BULKHEAD.
ANOTHER MAN HANDS FROG MAN
LIGHTED LUCKY. HE THEN
ENJOYS THAT FIRST DELICIOUS
DRAG AFTER HOURS IN THE
WATER. MAN NEVER ONCE LOOKS
AT CAMERA. TITLE LUCKY STRIKE
ZOOMS UP BESIDE FROG MAN IN
3-D LETTERS.

Lucky Strike. Nothing here but the
honest taste of fine tobacco --
fresh and unforgettable.

CUT ON DOWN BEAT TO CLOSEUP
OF DRIPPING WET FROG MAN AND
HIS LUCKY.

SINGERS

Never was a man who could forget

POP ON PACK RIGHT MIDDLE
GROUND ON BEAT AFTER "FORGET."
ZOOM UP ON "TASTE."

The taste of a genuine
cigarette.

CUT ON BEAT TO CLOSEUP
OF LATHE MAN AT RIGHT.

Get the honest taste a man can like

POP ON PACK AT LEFT ON
BEAT AFTER "LIKE." ZOOM UP
ON "TASTE."

The honest taste of a Lucky
Strike.

CUT ON BEAT TO TIGHT
CLOSEUP, LOSING PACK.

The honest taste of a Lucky
Strike.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

-C-

#179 WOOD LATHE OPERATOR (CONT'D)

"THE GENUINE ARTICLE"
SLIDES ON FROM BEHIND
CIGARETTE.

COMMENTATOR (OVER)

Get the genuine article.

IRIS ALL OUT TO CIRCLE
AROUND TITLE. WRITE ON
"GET THE HONEST TASTE OF
A LUCKY STRIKE" IN SYNC.

Get the honest taste

CIRCLE WITH TITLE SLIDES
OVER AND BECOMES BULLSEYE
AS CARTON FORMS AROUND IT.
IN SYNC. HOLD WORDS OF
THEME LINE.

of a Lucky Strike.

AFTER OPENING COMMERCIAL, JACK COMES OUT TO MUSIC &
APPLAUSE

JACK

Gee, that was a wonderful reception. I think I'll come out again. Good evening, ladies and gentlemen, and welcome to the warmup to the Ed Sullivan Show. Well, here I am back for my ninth year for Lucky Strike. Gosh, how time flies....Just imagine since I started in television, all the rest of you are nine years older... Anyway, this is the start of a new season and I must say it's difficult to be funny with all the things that have been happening in the world: the crisis in the Middle East; the trouble in Algeria; the unsettled situation in Formosa; postage going up to four cents.... It's murder! Yesterday alone it cost me twelve cents to answer my fan mail....So if you like me, please just watch, don't write....But anyway, I must say it's wonderful to be back here again.

(MORE)

JACK (CONT'D)

And right now, it gives me great pleasure to bring to you my special guest, a man who for many years has been one of Hollywood's top personalities...and here he is....Gary Cooper.

GARY COOPER COMES OUT TO APPLAUSE.

You already get more applause than I had. Gary, I want to tell you that it's really a great thrill having you on my first program of the season.

GARY

Thank you very much Jack.

JACK

Now I know you've had a lot of offers from many other television programs and you've always refused. Yet when I asked you to come on my show, you immediately accepted.

GARY

Well, Jack, to tell you the truth, I was going to turn you down, too, but when you told me that your guests on your show today were going to be John Foster Dulles, Bernard Baruch and President Eisenhower, I just couldn't refuse.

JACK LOOKS AT AUDIENCE, THEN LOOKS BACK AT GARY.

GARY

(LOOKING AROUND)

Where are they?

JACK

(TO AUDIENCE)

Hmmm...a big star and I trick
him with a gag that wouldn't work on
Dennis Day.

GARY

What did you say.

JACK

Nothing, nothing...Anyway, Gary,
I appreciate your donating your
time to the --

GARY

Wait a minute...what do you mean
"donating"? I expect to get
paid for this appearance.

JACK

Paid?

GARY

Certainly. I may walk slowly to
the bank, but when I get there, I
want them to have a reason for saying,
"Howdy."

JACK

Then you want money?

GARY

Ten thousand dollars.

JACK

Ten thousand. But, Gary, I really thought you came on because of our great friendship...I mean, we have been friends for years...how many times I've been over at your house for dinner...three or four nights a week...I don't know how many times for lunch.

GARY

I'm up, Jack.

JACK

You're suppose to say ten thousand, but don't you worry about it. He hurt his back anyway. Gary hurt his back and if you miss a line, it's okay. Well, all right... Now, Gary, in your career in show business you've won many awards, honors, and citations. Tell me, of all the things that you've won, what has given you your greatest thrill?

GARY

Well, that happened just two weeks ago.

JACK

What was that?

GARY

I came in second in a Hula Hoop contest.

JACK

Well, second ain't bad for someone
who hasn't any hips.

(LAUGHS)

That was an ad lib. You know
what an ad lib is, don't you
Gary?

GARY

Yes...An ad lib is when you
step away from the script and
louse up the whole show.

JACK

Hmm...for ten thousand dollars
he's fussy, yet... Now, Gary,
I understand you just made a
picture called "Man Of The West."
They say it's not only exciting,
but the suspense is terrific and
the photography is out of this
world.

GARY

Well, Jack, we think we've got
a good one.

JACK

I can hardly wait to see it.
Tell me, Gary, when is the
studio going to have the preview
-- the one where they invite all
of us celebrities?

GARY

Well they had that last night.

JACK

I must have gone to bed early.
How come I didn't get an
invitation.

GARY

Well, Jack, when it comes to a free preview, you're one man who doesn't need an invitation. The minute you see a searchlight in the sky, you put on your tuxedo and head right for it.

JACK

What?

GARY

In our business you're known as Benny the Moth.

JACK

For a fellow who spent all his life saying, "They went that-a-way," you're pretty funny...Well, Gary, I want to thank you again for coming on my show --

GARY

Well, I'm not going just yet.

JACK

You're not?

GARY

No...since this is my first appearance as a guest star on television, I'd like to sing a song.

(APPLAUSE)

JACK

Gee, I didn't know that you sing,
Gary.

GARY

Oh sure. I've been singing for
years. I'm a regular Jeff Chandler.

JACK

Oh...oh...Well, have you got a
number prepared?

GARY

Sure...and the Sportsmen are
going to back me up.

JACK

The Sportsmen? You mean, my
quartet?

GARY

(CALLS)

Come on out, fellows.

SPORTSMEN QUARTET COME OUT WITH GUITARS TO APPLAUSE.

JACK

You really have a singing voice
and you're prepared. Well, go
ahead.

(INTRO)

SPORTSMEN

Johnny is a joker.

GARY

He's a bird.

SPORTSMEN

A very funny joker.

GARY

He's a bird.

SPORTSMEN

But when he jokes my honey.

GARY

He's a dog.

SPORTSMEN

His joking ain't so funny.

GARY

What a dog.

SPORTSMEN

Johnny is a joker. That would
like to steal my baby.

GARY

He's a bird dog.

SPORTSMEN

Johnny sings a love song.

GARY

Like a bird.

SPORTSMEN

Sings the sweetest love song.

GARY

You ever heard.

SPORTSMEN

But when he sings to my gal.

GARY

What a hound.

SPORTSMEN

To me he's just a wolf dog.

GARY

On the prowl.

SPORTSMEN

Johnny wants to fly away and
puppy love my baby.

GARY

He's a bird dog.

SPORTSMEN

Hey, bird dog, get away from my chick
Hey, bird dog, you better get away quick
Bird dog, you better find a chicken
little love of your own.

Johnny kissed the teacher.

GARY

He's a bird.

SPORTSMEN

He tip toed up to reach her.

GARY

He's a bird.

SPORTSMEN

He's a teacher's pet now.

GARY

He's a dog.

SPORTSMEN

What he wants he can get now.

GARY

What a dog.

SPORTSMEN

He even made the teacher let
him sit next to my baby.

GARY

He's a bird dog.

SPORTSMEN

He even made the teacher let
him sit next to my baby.

GARY

He's a bird dog...yup.

(APPLAUSE)

AFTER SONG, SPORTSMEN EXIT.

JACK

Gary, you amaze me. For a shy
naive guy, you've got more guts
than anyone I know.

GARY

I thought you'd like it...Well,
I've got to be running along.
I have to get back to the studio
to continue our casting.

JACK

Casting?

GARY

Yes. You see, we think so much of Man of the West that we've already started making a sequel.

JACK

Oh...Say, Gary, in this sequel that you're making to Man of the West, how about giving me a part in the picture.

GARY

Well, Jack, the only one that's not cast yet is the part of my brother.

JACK

Good, I'll take it.

GARY

No no...It's my twin brother.

JACK

Oh...oh. (AD LIB) Smog doesn't bother you, does it?

(TRIES TO GET AS TALL
AS GARY BY STANDING
ON HIS TOES.)

Couldn't you play your part sitting down?

GARY

I'm afraid not.

JACK

Well, then I guess my height
sorta lets me out.

GARY

Well, don't let that worry you,
Jack. If it weren't that, it
would be something else.

JACK

Well, thank you

GARY

I enjoyed it very much.

THEY SHAKE HANDS AND GARY COOPER EXITS TO APPLAUSE.

JACK

(AD LIB)

Gary really hurt his back doing
the Hoola Hoop. I didn't think
he'd be on, that's always been
my luck in pictures. I'm too
short to be Gary's brother, and
I was too tall for Toulouse-
Lautrec... You know, ladies
and gentlemen, Don Wilson hasn't
been on this first show because
he's appearing in a play which
opens in Atlantic City tomorrow
night. A show called "Make A
Million"...love that title.
However, he will be with us
this season on most of our
future programs.

(MORE)

JACK (CONT'D)

Anyway, I know Don is watching
and the Sportsmen are very
anxious to dedicate a number to
Don Wilson.

SPORTSMEN SING MIDDLE COMMERCIAL

APPLAUSE

SPORTSMEN

Never was a man who could forget
The taste of a genuine cigarette
Get the honest taste a man can like
The honest taste of a Lucky Strike.
How do you like our new commercial, Don.
Too bad you couldn't be here to bring it on
But don't you worry...Don...don't you fret!
Your substitute can really sell a cigarette.
(SPOKEN)

Don meet Donna.

DONNA

Everybody loves a lover
I'm a lover
Ev'rybody loves me
You have all heard Doris Day sing that way
Now we have another version

SPORTSMEN

Ev'rybody loves a Lucky
Loves the honest taste, oh, yes they do.

DONNA

And I love ev'rybody
Since I fell in love with you

SPORTSMEN

Hey there, Don, how do you like your substitute
She's not fat, not a bit, but she's kind a cute!
You can see she is not very tall
And a bit small
Nothing at all like our own Don Wilson

DONNA

(IN UNISON WITH FOLLOWING CHORUS BY BOYS)

L, S, M
L, S, M, F, T Lucky Strike
L, S, M,
L, S, M, F, T You will like Lucky Strike
Light up a Lucky now
What da ya say
Really okay

SPORTSMEN

Ev'rybody loves a Lucky
Can't forget that honest taste in Luckies
Fine tobacco
Smooths each puff
(LIGHT MATCHES)
Sure enough
Really okay.

DONNA

Ev'rybody loves a Lucky
I sell honest Luckies, yes, I do
And I love ev'rybody
Since they fell in love with
Fell in love with
Fell in love with you.
I'll be a Lucky smoker, too.

GO TO BLACK

OPEN ON:

WESTERN SALOON SET ON A SOUND STAGE

THERE IS A BAR, A ROUND CARD TABLE, AND WINDOW IN THE BACK WITH "SALOON" PRINTED ON IT. THREE MEN ARE SITTING AT THE TABLE RELAXING. ON A BENCH, HALF IN AND HALF OUT OF THE WESTERN SALOON SET, SIT FOUR MEN IN WESTERN COSTUMES. THE DIRECTOR IS LOOKING AT A SCRIPT. HE PUTS THE BOOK DOWN AND GOES OVER TO THE FOUR MEN ON A BENCH. THEY STAND UP. ONE IS TALLER THAN THE OTHER THREE.

DIRECTOR

I appreciate you gentlemen coming down for the audition, but the part we're trying to cast in this sequel to Man of the West is that of Gary Cooper's twin brother... Therefore, I'm afraid we won't be able to use you three, I'm sorry.

(POINTING TO THREE SHORTER
ONES)

However,
(POINTING TO TALL MAN)
would you mind waiting?

TALL MAN

Thank you.

THE OTHER THREE MEN LEAVE

DIRECTOR

Mr. Cooper should be here to run through the scene with you any moment. In the meantime, may I have your name, please?

TALL MAN

Huston...Bob Huston.

DIRECTOR

(WRITING DOWN NAME)

Address?

TALL MAN

4946 Whitsett.

DIRECTOR

Thank you.

GARY COOPER ENTERS DRESSED IN WESTERN COSTUME

GARY

Sorry I'm late, but I had to
make an appearance on the Jack
Benny Show.

DIRECTOR

I thought you were only going
to do a few minutes.

GARY

Well, that was all I was supposed
to do, but I thought I'd stay
longer. The president was watching.

DIRECTOR

I was busy here and I missed it.
How did the show go?

GARY

Pretty good. Of course, I threw
in quite a few ad libs. You know
what an ad lib is, don't you? That's
when someone steps out of the script
and saves the whole show.

DIRECTOR

(LAUGHS)

By the way, Gary, this is Bob
Huston. We're going to audition
him to play the part of your twin
brother.

GARY

Fine.

(LOOKING AT TALL MAN)

Well, you're certainly the right
height. Shall we get started?

DIRECTOR

Certainly.

(TO MEN SITTING AT CARD
TABLE)

Okay, men, get ready for the scene.

THE MEN PUT ON THEIR HATS, FIX THE CARDS AND PREPARE
FOR THE CARD GAME IN THE SCENE. A GIRL COMES INTO
THE SCENE AND GOES OVER TO DIRECTOR

GIRL

I beg your pardon, Mr. Bentley.

DIRECTOR

Yes?

GIRL

Another actor just came in who
would like to try out for the
part.

DIRECTOR

Well, if he's the right type, he can
have the next audition. Send him in.

GIRL GOES OVER TO DOOR.

GIRL

You may come in, now.

JACK ENTERS DRESSED IN WESTERN COSTUME IDENTICAL TO GARY'S. HE IS WEARING BOOTS THAT MAKE HIM SIX INCHES TALLER THAN NORMAL. HE STANDS IN THE DOORWAY FOR THE LAUGH.

DIRECTOR

Would you mind stepping over here
for a minute?

JACK WALKS OVER TO THE DIRECTOR.

DIRECTOR

How do you do.

JACK

Howdy.

DIRECTOR

Do you mind telling me your name?

JACK

Morgan...Tex Morgan.

DIRECTOR

Tex Morgan, eh?

JACK

Yup!

(KICKS IMAGINARY DIRT)

I guess there's no use waiting
because I certainly fit the part
of Gary Cooper --

DIRECTOR

Where do you live?

JACK

What did you say?

DIRECTOR

Where do you live?

JACK

10 North Frederick.

(GIVES GARY A BRAZEN LOOK)

Now if you don't mind, I'd like to get this here audition over with because I've got myself a very important appointment.

DIRECTOR

We'll try to rush it. What time is your appointment?

GARY

If he says "High Noon," I'll ad lib a bullet right between his eyes...

JACK

What did you say, Shorty?

GARY

If it's all right with you can we get on with it?

JACK

Certainly. What do I do?

DIRECTOR

Nothing. There's a gentleman ahead of you.

JACK

But it's silly to audition anybody else. I'm perfect for the part.

DIRECTOR

Will you please sit down?

JACK

Okay, but remember...I'm next.

JACK SITS DOWN ON THE BENCH.

DIRECTOR

Come on, let's get started. Now we begin where these three fellows are playing cards with Gary's twin brother. Get closer to the table, men.

JACK

(SINGS)

Do not forsake me, oh my darling...
On this our wedding day.
Do not forsake me...

DIRECTOR

Quiet!

JACK

I was just trying to get in the mood.

DIRECTOR

If you want to get in the mood, keep your eye on Mr. Huston...

(INDICATING TALL MAN)

because that's the part you'll be auditioning for.

JACK

Ah'm a-watchin'. And you better
be good, Mr. Huston, because I'm
next.

DIRECTOR

Okay, start the scene. Okay,
boys, action.

THE MEN PICK UP THEIR CARDS. GARY'S TWIN IS DEALING.

1ST MAN

Give me two cards.

HUSTON GIVES HIM TWO CARDS.

2ND MAN

One.

HUSTON GIVES HIM ONE CARD.

3RD MAN

Two.

HUSTON GIVES HIM TWO CARDS.

TALL MAN

I'll take three for myself.

HE STARTS TO DEAL HIMSELF THREE CARDS AND ON THE SECOND
ONE, THE 1ST MAN SLAPS HIS HAND OVER HUSTON'S HAND.

1ST MAN

Wait a minute, I saw you.

THE THREE MEN JUMP UP AND PULL THEIR GUNS.

1ST MAN

You were dealing off the bottom
of the deck.

COOPER GOES OVER TO THE TABLE WITH HIS HANDS ON HIS GUNS.

GARY

Drop those guns.

THEY DROP THEIR GUNS.

GARY

There'll be no shooting. This
is my twin brother and I'm here
to see that this is a fair fight.

1ST MAN

Okay.

THE THREE MEN START BEATING UP THE TALL MAN. THEY HIT
HIM WITH CHAIRS, THROW HIM AROUND THE ROOM, ONE HOLDS
HIM WHILE OTHER TWO HIT HIM, THEY GENERALLY GIVE HIM THE
BEATING OF HIS LIFE, AND AT THE FINISH THROW HIM THROUGH
THE PLATE GLASS WINDOW. DURING THE FIGHT, JACK REACTS IN
HORROR AT THE PART HE HAS ASKED TO AUDITION FOR.

DIRECTOR

Good, good.

(TO JACK)

Okay, Morgan, you're next.

JACK LOOKS AT AUDIENCE. JACK GETS DOWN ON HIS KNEES
AND STARTS TO WALK OFF ON HIS KNEES.

GARY

Hey, Morgan, where are you
going?

JACK

I just found out they're making
a sequel to Toulouse-Lautrec.

JACK KEEPS WALKING OFF ON HIS KNEES.

MUSIC & APPLAUSE

JOHN'S VOICE

Jack will be back in just a
moment, but first here's a word
about the honest taste of a
Lucky Strike.

(CUT TO CLOSING COMMERCIAL)

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FIRST JACK

SECOND JACK LOOKS UP FROM HIS
NEWSPAPER AND LOOKS SQUARELY
AT HIS QUESTIONER.

SECOND JACK

~~~~~?

FIRST JACK

I see you smoke Luckies.

SECOND JACK

Ah . . . yes.

FIRST JACK

A genuine cigarette.

SECOND JACK

Sure is.

FIRST JACK

Fine tobacco from end to end.

Wonderful smoke, a Lucky Strike.

## SECOND JACK

Honest taste!

FIRST JACK

Gee, I'd like a Lucky right now.

## SECOND JACK

Yah...don't blame you...it's the  
best-tasting cigarette I ever  
smoked! S'long.

FIRST JACK

Well.

(BEAT)

Looks like I'll have to smoke my  
own.

AT301 0338417

SINGERS (OVER)

CLOSEUP OF STUDY OF JACK AS  
HE OPENS LUCKY PACK AND  
LIGHTS UP. HE REACTS  
APPROPRIATELY (AND HUMOROUSLY)  
TO THE VOICE-OVER MALE CHORUS.

Never was a man who could forget  
The taste of a genuine cigarette  
Get the honest taste a man can like  
The honest taste of a Lucky Strike  
The honest taste of a Lucky Strike

JACK

POINTS TO LUCKY PACK.

When you pay good money for a  
cigarette, get the genuine article  
Get the honest taste of a Lucky  
Strike.

TAG

AFTER CLOSING COMMERCIAL

JACK COMES OUT ON HIS KNEES TO MUSIC & APPLAUSE.

JACK

Thank you very much, ladies and gentlemen...oh, by the way, this isn't a gag. I just can't get up.

(TO SOME MAN IN AUDIENCE)

Will you help me, please.

MAN FROM AUDIENCE COMES UP AND HELPS JACK UP.

JACK (CONT'D)

Thank you.

MAN GOES BACK TO AUDIENCE.

JACK (CONT'D)

If he had said, "You're welcome", it would have cost me eighty dollars...This is my last one with westerns...And now, ladies and gentlemen, may I present my guest star again...Gary Cooper.

GARY COOPER COMES OUT TO APPLAUSE.

JACK (CONT'D)

I want to tell you, Gary, I'm looking forward to seeing your new picture, Man of the West. And I'm sure that the sequel will be good, too...even if I'm not in it.

(MORE)



JACK (CONT'D)

You know, Gary, a Western is the one type of picture that seems to go on and on forever. Even the old ones I see on television look good. I mean they keep going along all the time. Why is that?

GARY

Well, Jack, I think one reason is that Westerns are never dated.

JACK

What do you mean?

GARY

Can you tell the difference between a 1912 and a 1958 horse?

JACK

Gee, I never thought of that. You can't, can you?

GARY

Nope. And that's why you have to be darn careful when you walk out on a used horse lot.

JACK

Oh, I will. I will...

GARY EXITS TO APPLAUSE.

JACK INTRODUCES MRS. AND MISS COOPER IN AUDIENCE.

JACK

You know, I'm going to do something I don't do. There are two ladies in the audience...Mrs. Gary Cooper and his lovely daughter, Maria. And it's true, I was at their house for dinner the other night. I asked Rocky what her real name was, and she told me Veronica. I never knew that. I always thought it was really Rocky...I thought she was a prize fighter. Ladies and gentlemen, next week be sure to watch Bachelor Father, starring John Forsythe. I'll be back in two weeks...wait til I tell you who my guest will be...a man who was with me for many, many years on radio and who will be back with me for the first time on television...first he's been on my Lucky Strike program...Phil Harris.

(CALLS)

Be sure and save that saloon set... You know, Phil Harris used to conduct the orchestra for years and years.

(MORE)

JACK (CONT'D)

But he knew nothing about music  
...nothing. Mention Beethoven's  
Fifth, this he knows about. Am  
I through? Oh, I could have  
talked forever.

(APPLAUSE & MUSIC)

CUT TO CREDITS

SEPTEMBER 21, 1958 TV LIVE SHOW END  
CREDITS AND SELL

AFTER TAG, MUSIC SNEAKS IN  
AND DISSOLVE TO CARD.

|         |                                                                                                                                                     |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| CARD #1 | Directed by<br>SEYMOUR BERNIS                                                                                                                       |
| CARD #2 | Producer<br>HILLIARD MARKS                                                                                                                          |
| CARD #3 | Written by<br>SAM PERRIN<br>GEORGE BALZER<br>HAL GOODMAN<br>AL GORDON                                                                               |
| CARD #4 | Musical Director<br>MAHLON MERRICK                                                                                                                  |
| CARD #5 | Art Direction<br>ROBERT TYLER LEE                                                                                                                   |
| CARD #6 | Associate Director<br>HOWARD A. QUINN<br>Technical Director<br>KEN KAYLOR<br>Lighting Director<br>TOM D. SCHAMP<br>Set Decorator<br>ANTHONY MONTELL |

SEPTEMBER 21, 1958 LIVE TV SHOW

DON WILSON (V.O.)

CARD #7  
JACK BENNY PROGRAM

Appearing on tonight's program were  
Jan Arvan, Dick Crockett, Saul Gorss,  
Dick Geary, Paul Baxley, Virginia  
Mancini and Virginia Stefan.

CARD #8  
BACHELOR FATHER CARD

DON WILSON (V.O.)

Remember, one week from tonight, on  
this same station, be sure and view  
"Bachelor Father" starring John  
Forsythe.

DISSOLVE TO CARD #9  
"TRACKDOWN"

And next Friday on most of these  
stations watch the exciting Western  
series -- "Trackdown" starring Robert  
Culp.

DISSOLVE TO CARD #10  
INDIAN HEAD

Brought to you by Lucky Strike, product  
of The American Tobacco Company...  
remember, tobacco is our middle name.

~~ALLOCATION  
(:20)  
(optional)~~